SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Examine the multifaceted roles of entrepreneurship in fostering economic and social development. Provide examples to illustrate your points.

17. Evaluate the importance of teamwork and leadership skills in entrepreneurship. How do these skills influence organizational culture and employee performance?

18. Explain the strategic planning process in detail, highlighting its importance in business management.

19. Evaluate the role of social media in modern marketing strategies and its impact on networking.

20. Explain how entrepreneurial imagination and creativity contribute to business innovation and competitive advantage.

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NOVEMBER/DECEMBER 2024

23USEN34/23ISEN34 — ENTREPRENEURIAL SKILLS

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Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is entrepreneurship, and why is it important in the economy?

2. Name two key characteristics of successful entrepreneurs.

3. What are two key components of effective business management skills that entrepreneurs should possess?

4. How do effective communication and listening skills contribute to entrepreneurial success?

5. Define strategic planning and its significance in an organization.

6. What is the primary focus of social entrepreneurship?

7. What are two key components of effective networking in a business environment?

8. How does understanding your target market enhance marketing efforts?

9. How can creativity be cultivated in an entrepreneurial context?

10. Why is social responsibility important for entrepreneurs?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Discuss the various roles that entrepreneurship plays in economic development.

Or

(b) What constitutes the entrepreneurial mindset and why is it crucial for aspiring entrepreneurs?

12. (a) Describe the significance of teamwork and leadership skills in a startup environment.

Or

(b) Discuss the role of communication and listening skills in entrepreneurship. How can these skills affect stakeholder relationships?

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13. (a) Discuss the different types of entrepreneurship and their unique characteristics.

Or

(b) Describe the importance of technical skills in entrepreneurship and how they can impact a startup's success.

14. (a) How can organizations effectively implement training programs to develop entrepreneurial skills in their workforce?

Or

(b) Explain how digital marketing has transformed networking opportunities for businesses.

15. (a) Discuss the importance of environmental protection and social responsibility for modern entrepreneurs.

Or

(b) Describe the importance of entrepreneurial imagination in fostering innovation and growth within businesses.